

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1 Claim 1 (currently amended): A computer-implemented method
- 2 for facilitating the serving of advertisements with e-mail
- 3 content, the method comprising:
  - 4 a) accepting, [[with]] by a web-based e-mail serving
  - 5 system including at least one computer, [[e]] an e-mail
  - 6 request for a document including e-mail content;
  - 7 b) generating, [[with]] by the web-based e-mail
  - 8 serving system, a request identifier;
  - 9 c) serving to a client device, [[with]] by the web-
  - 10 based e-mail serving system, the requested document in
  - 11 association with the request identifier;
  - 12 d) generating, by the web-based e-mail serving
  - 13 system, a first ad request for at least one ad
  - 14 relevant to the e-mail content, the first ad request
  - 15 including information of the e-mail content and the
  - 16 request identifier;
  - 17 e) transmitting, by the web-based e-mail serving
  - 18 system, the first ad request to a content-relevant ad
  - 19 serving system;
  - 20 f) [[obtaining]] receiving, responsive to the
  - 21 transmitted first ad request and by [[with]] the web-
  - 22 based e-mail serving system, at least one ad relevant
  - 23 to the e-mail content in association with the request
  - 24 identifier from the content-relevant ad serving
  - 25 system;
  - 26 g) [[e+]] storing, [[with]] by the web-based e-mail
  - 27 serving system, the [[obtained]] received at least one
  - 28 ad in association with the request identifier;

29       [[f+]] h) accepting, [[with]] by the web-based e-mail  
30       serving system, [[an]] a second ad request from the  
31       client device, the second ad request including the  
32       request identifier;  
33       [[g+]] i) reading, [[with]] by the web-based e-mail  
34       serving system, the stored at least one ad using  
35       [[information from]] the request identifier included  
36       in the second ad request; and  
37       [[h+]] j) serving to the client device, [[with]] by  
38       the web-based e-mail serving system, the at least one  
39       ad read.

1       Claim 2 (currently amended): The computer-implemented  
2       method of claim 1, wherein the second ad request from the  
3       client device is generated automatically, without a manual  
4       input from a user of the client device.

1       Claim 3 (currently amended): The computer-implemented  
2       method of claim 1, wherein the second ad request was  
3       sourced by the client device when it rendered the requested  
4       document.

1       Claim 4 (currently amended): The computer-implemented  
2       method of claim 1, wherein the second ad request was  
3       sourced by a client device after it rendered the requested  
4       document.

1       Claim 5 (currently amended): The computer-implemented  
2       method of claim 1, wherein the second ad request was  
3       sourced by a browser when it rendered the requested  
4       document.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 1, wherein the second ad request was  
3 sourced by a browser after it rendered the requested  
4 document.

Claim 7 (canceled)

1 Claim 8 (currently amended): The computer-implemented  
2 method of claim [[7]] 1, wherein the request identifier may  
3 be used as a primary key to lookup the associated at least  
4 one ad.

Claim 9 (canceled)

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim [[9]] 1, wherein the act of reading the  
3 stored at least one ad using information from the second ad  
4 request uses the request identifier to lookup the  
5 associated at least one ad.

1 Claim 11 (previously presented): The computer-implemented  
2 method of claim 1, wherein the act of serving the requested  
3 document in association with the request identifier is  
4 performed by a first thread, and wherein the act of  
5 obtaining at least one ad relevant to content of the e-mail  
6 is performed by a second thread.

1 Claim 12 (previously presented): The computer-implemented  
2 method of claim 11, wherein the execution of the first  
3 thread is independent of the execution of the second  
4 thread.

## Claims 13 and 14 (canceled)

1 Claim 15 (previously presented): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents an individual e-mail message.

1 Claim 16 (previously presented): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents a group of e-mail messages.

1 Claim 17 (previously presented): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents an e-mail thread output as a  
4 conversation.

1 Claim 18 (previously presented): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content is a conversation view including a group of  
4 e-mails.

## Claims 19-33 (canceled)

1 Claim 34 (currently amended): A computer-implemented  
2 method for facilitating the serving of advertisements with  
3 e-mail content, the method comprising:  
4       a) accepting, [[with]] by a web-based e-mail serving  
5       system including at least one computer, [[a]] an e-  
6       mail request for a document including e-mail content;  
7       b) generating, [[with]] by the web-based e-mail  
8       serving system, a request identifier;

9       c) serving to a client device, [[with]] by the web-  
10      based e-mail serving system, the requested document in  
11      association with the request identifier;  
12      d) generating, by the web-based e-mail serving  
13      system, an additional content item request for at  
14      least one additional content item relevant to the e-  
15      mail content, the additional content item request  
16      including information of the e-mail content and the  
17      request identifier;  
18      e) transmitting, by the web-based e-mail serving  
19      system, the additional content item request to an  
20      additional content serving system;  
21      f) [[obtaining]] receiving, responsive to the  
22      transmitted additional content item request and by  
23      [[with]] the web-based e-mail serving system, at least  
24      one additional content item relevant to the e-mail  
25      content in association with the request identifier  
26      from the additional content serving system;  
27      [[e]] g) storing, [[with]] by the web-based e-mail  
28      serving system, the [[obtained]] received at least one  
29      additional content item in association with the  
30      request identifier;  
31      [[f]] h) accepting, [[with]] by the web-based e-mail  
32      serving system, [[an]] another additional content item  
33      request from the client device, the another additional  
34      content item request including the request identifier;  
35      [[g]] i) reading, [[with]] by the web-based e-mail  
36      serving system, the stored at least one additional  
37      content item using [[information from]] the request  
38      identifier included in the another additional content  
39      item request; and

40       ~~[[h+]] j)~~ serving to the client device, ~~[[wish]]~~ by  
41       the web-based e-mail serving system, the at least one  
42       additional content item read.

1       Claim 35 (previously presented): The computer-implemented  
2       method of claim 34, wherein the at least one additional  
3       content item is selected from a group consisting of (a) a  
4       news article, (b) an excerpt of a news article, (c) a  
5       search query, (d) a product review, and (e) an excerpt of a  
6       product review.

1       Claim 36 (previously presented): The computer-implemented  
2       method of claim 34, wherein the at least one additional  
3       content item includes at least one content relevant ad and  
4       at least one further additional content item selected from  
5       a group consisting of (a) a news article, (b) an excerpt of  
6       a news article, (c) a search query, (d) a product review,  
7       and (e) an excerpt of a product review.

1       Claim 37 (currently amended): The computer-implemented  
2       method of claim 34, wherein the another additional content  
3       item request from the client device is generated  
4       automatically, without a manual input from a user of the  
5       client device.

1       Claim 38 (previously presented): The computer-implemented  
2       method of claim 34, wherein the at least one additional  
3       content item is selected from a group consisting of (a) a  
4       news article, (b) an excerpt of a news article, (c) a  
5       search query, (d) a product review, and (e) an excerpt of a  
6       product review.

Claim 39 (canceled)

1 Claim 40 (currently amended): A computer-implemented  
2 method for facilitating the serving of advertisements with  
3 electronic messaging content, the method comprising:  
4       a) accepting, [[with]] by a web-based electronic  
5       message serving system including at least one  
6       computer, [[a]] an electronic message request for a  
7       document including electronic messaging content;  
8       b) generating, [[with]] by the web-based electronic  
9       message serving system, a request identifier;  
10      c) serving to a client device, [[with]] by the web-  
11      based electronic message serving system, the requested  
12      document in association with the request identifier;  
13      d) generating, by the web-based electronic message  
14      serving system, a first ad request for at least one ad  
15      relevant to the electronic messaging content, the  
16      first ad request including information of the  
17      electronic messaging content and the request  
18      identifier;  
19      e) transmitting, by the web-based electronic message  
20      serving system, the first ad request to a content-  
21      relevant ad serving system;  
22      f) [[obtaining]] receiving, responsive to the  
23      transmitted first ad request and by [[with]] the web-  
24      based electronic message serving system, at least one  
25      ad relevant to the electronic messaging content in  
26      association with the request identifier from the  
27      content-relevant ad serving system;  
28      [[e]] g) storing, [[with]] by the web-based  
29      electronic message serving system, the [[obtained]]

30       received at least one ad in association with the  
31       request identifier;  
32       [[f+]] h) accepting, [[with]] by the web-based  
33       electronic message serving system, [[an]] a second ad  
34       request from the client device, the second ad request  
35       including the request identifier;  
36       [[g+]] i) reading, [[with]] by the web-based  
37       electronic message serving system, the stored at least  
38       one ad using [[information from]] the request  
39       identifier included in the second ad request; and  
40       [[h+]] j) serving to the client device, [[with]] by  
41       the web-based electronic message serving system, the  
42       at least one ad read.

1       Claim 41 (currently amended): The computer-implemented  
2       method of claim 40, wherein the second ad request from the  
3       client device is generated automatically, without a manual  
4       input from a user of the client device.

1       Claim 42 (previously presented): The computer-implemented  
2       method of claim 40, wherein the electronic messaging  
3       content is content from one of (A) on-line groups, (B)  
4       blogs, (C) message postings, and (D) instant messaging.

Claims 43 and 44 (canceled)

1       Claim 45 (currently amended): A computer-implemented  
2       method for facilitating the serving of advertisements with  
3       electronic messaging content, the method comprising:  
4           a) accepting, [[with]] by a web-based electronic  
5       message serving system including at least one

6 computer, [[a]] an electronic message request for a  
7 document including electronic messaging content;  
8 b) generating, [[with]] by the web-based electronic  
9 message serving system, a request identifier;  
10 c) serving to a client device, [[with]] by the web-  
11 based electronic message serving system, the requested  
12 document in association with the request identifier;  
13 d) generating, by the web-based electronic message  
14 serving system, an additional content item request for  
15 at least one additional content item relevant to the  
16 electronic messaging content, the additional content  
17 item request including information of the electronic  
18 messaging content and the request identifier;  
19 e) transmitting, by the web-based electronic message  
20 serving system, the additional content item request to  
21 an additional content serving system;  
22 f) [[obtaining]] receiving, responsive to the  
23 transmitted additional content item request and by  
24 [[with]] the web-based electronic message serving  
25 system, at least one additional content item relevant  
26 to the electronic messaging content in association  
27 with the request identifier from the additional  
28 content serving system;  
29 [[e+]] g) storing, [[with]] by the web-based  
30 electronic message serving system, the [[obtained]]  
31 received at least one additional content item in  
32 association with the request identifier;  
33 [[f+]] h) accepting from the client device, [[with]]  
34 by the web-based electronic message serving system,  
35 [[an]] another additional content item request, the  
36 another additional content item request including the  
37 request identifier;

38       ~~[[g+]] i) reading, [[with]] by the web-based~~  
39       ~~electronic message serving system, the stored another~~  
40       ~~additional content item request using the request~~  
41       ~~identifier included in the another additional item~~  
42       ~~request; and~~  
43       ~~[[h+]] j) serving to the client device, [[with]] by~~  
44       ~~the web-based electronic message serving system, the~~  
45       ~~at least one additional content item read.~~

1 Claim 46 (previously presented): The computer-implemented  
2 method of claim 45, wherein the electronic messaging  
3 content is content from one of (A) on-line groups, (B)  
4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 47 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with e-mail content, the  
3 apparatus comprising:

4       a) at least one processor;  
5       b) an input device for accepting ~~[[a]] an e-mail~~  
6       request for a document including e-mail content;  
7       c) a first storage facility for storing an obtained  
8       at least one ad; and  
9       d) a second storage facility for storing a computer  
10      executable code which, when executed by the at least  
11      one processor, performs a method of  
12       1) accepting the ~~[[document]] e-mail request,~~  
13       2) generating a request identifier,  
14       3) serving to a client device, the requested  
15      document in association with the request  
16      identifier,  
17       4) generating a first ad request for at least  
18       one ad relevant to the e-mail content, the first

19           ad request including information of the e-mail  
20           content and the request identifier,  
21        5) transmitting the first ad request to a  
22           content-relevant ad serving system,  
23        6) [[obtaining]] receiving, responsive to the  
24           transmitted first ad request, the at least one ad  
25           relevant to the e-mail content in association  
26           with the request identifier from the content-  
27           relevant ad serving system,  
28        [[5+]] 7) storing the [[obtained]] received at  
29           least one ad in association with the request  
30           identifier,  
31        [[6+]] 8) accepting [[an]] a second ad request  
32           including the request identifier,  
33        [[7+]] 9) reading the stored at least one ad  
34           using [[information from]] the request identifier  
35           included in the second ad request,  
36        [[8+]] 10) serving to the client device, the at  
37           least one ad read.

1     Claim 48 (currently amended): The apparatus of claim 47,  
2     wherein the second ad request is generated automatically,  
3     without a manual input from a user of the client device.

1     Claim 49 (currently amended): The apparatus of claim 47,  
2     wherein the second ad request was sourced by a client  
3     device when it rendered the requested document.

1     Claim 50 (currently amended): The apparatus of claim 47,  
2     wherein the second ad request was sourced by a client  
3     device after it rendered the requested document.

1 Claim 51 (currently amended): The apparatus of claim 47,  
2 wherein the second ad request was sourced by a browser when  
3 it rendered the requested document.

1 Claim 52 (currently amended): The apparatus of claim 47,  
2 wherein the second ad request was sourced by a browser  
3 after it rendered the requested document.

Claim 53 (canceled)

1 Claim 54 (currently amended): The apparatus of claim  
2 [[53]] 47 wherein the request identifier may be used as a  
3 primary key to lookup the associated at least one ad.

Claim 55 (canceled)

1 Claim 56 (currently amended): The apparatus of claim  
2 [[55]] 47 wherein the [[means-for]] act of reading the  
3 stored at least one ad using information from the second ad  
4 request use the request identifier to lookup the associated  
5 at least one ad.

1 Claim 57 (currently amended): The apparatus of claim 47  
2 wherein the [[means-for]] act of serving the requested  
3 document in association with the request identifier is  
4 executed by a first thread, and wherein the [[means-for  
5 obtaining]] act of receiving at least one ad relevant to  
6 content of the e-mail is executed by a second thread.

1 Claim 58 (original): The apparatus of claim 57 wherein the  
2 execution of the first thread is independent of the  
3 execution of the second thread.

## Claims 59 and 60 (canceled)

1 Claim 61 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents an individual  
3 e-mail message.

1 Claim 62 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents a group of  
3 e-mail messages.

1 Claim 63 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents an e-mail  
3 thread output as a conversation.

1 Claim 64 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content is a conversation view  
3 including a group of e-mails.

## Claims 65-79 (canceled)

1 Claim 80 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with e-mail content, the  
3 apparatus comprising:

- 4 a) at least one processor;
- 5 b) an input device; and
- 6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of
  - 9 1) accepting [[e]] an e-mail request for a  
10 document including e-mail content,
  - 11 2) generating a request identifier,

12           3) serving to a client device, the requested  
13           document in association with the request  
14           identifier,  
15           4) generating an additional content item request  
16           for at least one additional content item relevant  
17           to the e-mail content, the additional content  
18           item request including information of the e-mail  
19           content and the request identifier;  
20           5) transmitting the additional content item  
21           request to an additional content serving system;  
22           6) [[obtaining]] receiving, responsive to the  
23           transmitted additional content item request, at  
24           least one additional content item relevant to the  
25           e-mail content in association with the request  
26           identifier from the additional content serving  
27           system,  
28           [[5+]] 7) storing the [[obtained]] received at  
29           least one additional content item in association  
30           with the request identifier,  
31           [[6+]] 8) accepting [[an]] another additional  
32           content item request including the request  
33           identifier,  
34           [[7+]] 9) reading the stored at least one  
35           additional content item using [[information  
36           from]] the request identifier included in the  
37           another additional content item request, and  
38           [[8+]] 10) serving to the client device, the at  
39           least one additional content item read.

1     Claim 81 (original): The apparatus of claim 80 wherein the  
2     at least one additional content item is selected from a  
3     group consisting of (a) a news article, (b) an excerpt of a

4 news article, (c) a search query, (d) a product review, and  
5 (e) an excerpt of a product review.

1 Claim 82 (original): The apparatus of claim 80 wherein the  
2 at least one additional content item includes at least one  
3 content relevant ad and at least one further additional  
4 content item selected from a group consisting of (a) a news  
5 article, (b) an excerpt of a news article, (c) a search  
6 query, (d) a product review, and (e) an excerpt of a  
7 product review.

1 Claim 83 (currently amended): The apparatus of claim 80,  
2 wherein the another additional content item request is  
3 generated automatically, without a manual input from a user  
4 of the client device.

1 Claim 84 (previously presented): The apparatus of claim  
2 80, wherein the at least one additional content item is  
3 selected from a group consisting of (a) a news article, (b)  
4 an excerpt of a news article, (c) a search query, (d) a  
5 product review, and (e) an excerpt of a product review.

1 Claim 85 (previously presented): The apparatus of claim  
2 80, wherein the at least one additional content item  
3 includes at least one content relevant ad and at least one  
4 further additional content item selected from a group  
5 consisting of (a) a news article, (b) an excerpt of a news  
6 article, (c) a search query, (d) a product review, and (e)  
7 an excerpt of a product review.

1 Claim 86 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with electronic messaging  
3 content, the apparatus comprising:  
4       a) at least one processor;  
5       b) an input device; and  
6       c) at least one storage device storing a computer  
7       executable code which, when executed by the at least  
8       one processor, performs a method of  
9           1) accepting [[a]] an electronic message request  
10          for a document including electronic messaging  
11          content,  
12          2) generating a request identifier,  
13          3) serving to a client device, the requested  
14          document in association with the request  
15          identifier,  
16          4) generating a first ad request for at least  
17          one ad relevant to the electronic messaging  
18          content, the first ad request including  
19          information of the electronic messaging content  
20          and the request identifier;  
21          5) transmitting the first ad request to a  
22          content-relevant ad serving system,  
23          6) [[obtaining]] receiving, responsive to the  
24          transmitted first ad request, at least one ad  
25          relevant to the electronic messaging content in  
26          association with the request identifier from the  
27          content-relevant ad serving system,  
28          [[5+]] 7) storing the [[obtained]] received at  
29          least one ad in association with the request  
30          identifier,  
31          [[6+]] 8) accepting [[an]] a second ad request  
32          including the request identifier,

33           [[7]] 9) reading the stored at least one ad  
34           using [[information from]] the request identifier  
35           included in the second ad request, and  
36           [[8]] 10) serving to the client device, the at  
37           least one ad read.

1     Claim 87 (currently amended): The apparatus of claim 86,  
2     wherein the second ad request is generated automatically,  
3     without a manual input from a user of the client device.

1     Claim 88 (original): The apparatus of claim 86 wherein the  
2     electronic messaging content is content from one of (A) on-  
3     line groups, (B) blogs, (C) message postings, and (D)  
4     instant messaging.

Claims 89 and 90 (canceled)

1     Claim 91 (currently amended): Apparatus for facilitating  
2     the serving of advertisements with electronic messaging  
3     content, the apparatus comprising:  
4       a) at least one processor;  
5       b) an input device; and  
6       c) at least one storage device storing a computer  
7       executable code which, when executed by the at least  
8       one processor, performs a method of  
9       1) accepting [[a]] an electronic message request  
10       for a document including electronic messaging  
11       content,  
12       2) generating a request identifier,  
13       3) serving to a client device, the requested  
14       document in association with the request  
15       identifier,

16           4) generating an additional content item request  
17           for at least one additional content item relevant  
18           to the electronic messaging content, the  
19           additional content item request including  
20           information of the electronic messaging content  
21           and the request identifier;  
22           5) transmitting the additional content item  
23           request to an additional content serving system,  
24           6) [[obtaining]] receiving, responsive to the  
25           transmitted additional content item request, at  
26           least one additional content item relevant to the  
27           electronic messaging content in association with  
28           the request identifier from the additional  
29           content serving system,  
30           [[5+]] 7) storing the [[obtained]] received at  
31           least one [[ad]] additional content item in  
32           association with the request identifier,  
33           [[6+]] 8) accepting [[an ad]] another additional  
34           content item request including the request  
35           identifier,  
36           [[7+]] 9) reading the stored [[at least one ad]]  
37           another additional content item request using  
38           [[information from the ad]] the request  
39           identifier included in the another additional  
40           item request, and  
41           [[8+]] 10) serving to the client device, the at  
42           least one [[ad]] additional content item read.

1       Claim 92 (original): The apparatus of claim 91 wherein  
2       the electronic messaging content is content from one of  
3       (A) on-line groups, (B) blogs, (C) message postings, and  
4       (D) instant messaging.

1 Claim 93 (new): A computer-implemented method for  
2 facilitating the serving of advertisements with e-mail  
3 content, the method comprising:

- 4 a) accepting, by a web-based e-mail serving system  
5 including at least one computer, an e-mail request for  
6 a document including e-mail content;
- 7 b) generating, by the web-based e-mail serving  
8 system, a request identifier;
- 9 c) serving to a client device, by the web-based e-  
10 mail serving system, the requested document in  
11 association with the request identifier;
- 12 d) obtaining, by the web-based e-mail serving system,  
13 at least one ad relevant to the e-mail content, the at  
14 least one ad having been determined automatically  
15 using at least some of the e-mail content;
- 16 e) storing, by the web-based e-mail serving system,  
17 the obtained at least one ad;
- 18 f) receiving, by the web-based e-mail serving system,  
19 a second ad request from the client device;
- 20 g) reading, by the web-based e-mail serving system,  
21 the stored at least one ad using information from the  
22 second ad request; and
- 23 h) serving to the client device, by the web-based e-  
24 mail serving system, the at least one ad read.

1 Claim 94 (new): Apparatus for facilitating the serving of  
2 advertisements with e-mail content, the apparatus  
3 comprising:

- 4 a) at least one processor;
- 5 b) an input device; and

6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of  
9 1) accepting, by a web-based e-mail serving  
10 system including at least one computer, an e-mail  
11 request for a document including e-mail content,  
12 2) generating, by the web-based e-mail serving  
13 system, a request identifier,  
14 3) serving to a client device, by the web-based  
15 e-mail serving system, the requested document in  
16 association with the request identifier,  
17 4) obtaining, by the web-based e-mail serving  
18 system, at least one ad relevant to the e-mail  
19 content, the at least one ad having been  
20 determined automatically using at least some of  
21 the e-mail content,  
22 5) storing, by the web-based e-mail serving  
23 system, the obtained at least one ad,  
24 6) receiving, by the web-based e-mail serving  
25 system, a second ad request from the client  
26 device,  
27 7) reading, by the web-based e-mail serving  
28 system, the stored at least one ad using  
29 information from the ad request, and  
30 8) serving to the client device, by the web-  
31 based e-mail serving system, the at least one ad  
32 read.